



WPTV

ORDER

Print Date 08/20/12

Page 1 of 2

Flight Dates **08/22/12-08/28/12**

Contract / Revision **308347 /**

Original Date / Revision
08/17/12 08/20/12

Advertiser **Nelson / Democrat / Senate**

Agency **Abar Hutton Media**

Buying Contact

**6190 Grovedale Court - Suite 200
Alexandria, VA 22310**

Product

DSCC-Nelson 08.22-08.28

Agency Com 15%

Billing Contact

**6190 Grovedale Court - Suite 200
Alexandria, VA 22310**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **551**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
August 2012	9	\$5,185.00	\$6,100.00	0.00
September 2012	4	\$1,827.50	\$2,150.00	0.00
Totals	13	\$7,012.50	\$8,250.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
07/30/12	08/26/12	9	\$5,185.00	\$6,100.00
08/27/12	08/28/12	4	\$1,827.50	\$2,150.00

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	WPTV	08/22/12	08/28/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$650.00	P-2	0.00 NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
		Week: 08/20/12	08/26/12	--WT---			2			\$650.00		0.00		
		Week: 08/27/12	09/02/12	M-----			1			\$650.00		0.00		
N 2	WPTV	08/22/12	08/28/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	MTWTF--	:30	1	\$500.00	P-2	0.00 NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
		Week: 08/20/12	08/26/12	--W----			1			\$500.00		0.00		



WPTV

Print Date: 08/20/12

Page 2 of 2

Contract / Revision **308347** Flight Dates **08/22/12-08/28/12**

Hiatus Dates

Original Date / Revision 08/17/12/ 08/20/12

Order Sep 00:20:00

Advertiser **Nelson / Democrat / Senate** Product **DSCC-Nelson 08.22-08.28** Estimate # **551**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WPTV	08/22/12	08/28/12	M-F 12n-1p M-F 12n-1p	CM	12-1p	MTWTF--	:30	1	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/27/12	09/02/12	-T-----					1	\$500.00		0.00			
N 3	WPTV	08/22/12	08/28/12	M-F 530-6p M-F 530-6p	CM	530-6p	MTWTF--	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--W----					1	\$1,000.00		0.00			
Week:		08/27/12	09/02/12	-----					0	\$0.00		0.00			
N 4	WPTV	08/22/12	08/28/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	2	\$500.00	P-2	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----					0	\$0.00		0.00			
Week:		08/27/12	09/02/12	MT-----					2	\$500.00		0.00			
N 5	WPTV	08/25/12	08/25/12	Sa 10-1030a Sa 10-1030a	CM	10-1030a	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$600.00		0.00			
N 6	WPTV	08/25/12	08/25/12	Sa 6p Sa 6p	CM	6-630p	-----S-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S-					1	\$600.00		0.00			
N 7	WPTV	08/22/12	08/28/12	Su 7-8a Su 7-8a	CM	7-8a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$500.00		0.00			
Week:		08/27/12	09/02/12	-----					0	\$0.00		0.00			
N 8	WPTV	08/22/12	08/28/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$1,000.00		0.00			
Week:		08/27/12	09/02/12	-----					0	\$0.00		0.00			
N 9	WPTV	08/22/12	08/28/12	Su 6p Su 6p	CM	6-630p	-----S	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	-----S					1	\$600.00		0.00			
Week:		08/27/12	09/02/12	-----					0	\$0.00		0.00			
Totals														13	\$8,250.00